

ORDER



Orders	Order / Rev:	1294644	
	Alt Order #:		
	Product Desc:	9/8- 9/13	
	Estimate:		
	Flight Dates:	09/08/16 - 09/13/16	Primary AE: Julie Mecklenburg
	Original Date / Rev:	09/07/16 / 09/07/16	Sales Office: WGRZ
	Order Type:	Political	Sales Region: LOC

Agency	Name:	Balduzzi Group, The / POL	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		154 Cobblestone- Suite 113	Billing Cycle: EOM/EOC
		Victor, NY 14564	Agency Commission: 15%

Advertiser	Name:	Friends of John Flynn - Erie County D	New Business Thru:	
	Demographic:	A25-54	Order Separation:	00:15:00
	Product Codes:	PL-Judicial	Advertiser External ID:	107135
	Priority:	P04-GB	Agency External ID:	34869AG
	Revenue Codes:	AGY, (POL) Political, (POL) Candidate	Unit Code:	General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/29/16	09/12/16	6	\$1,575.00	\$1,338.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	6	\$1,575.00	\$1,338.75	0.00
Totals	6	\$1,575.00	\$1,338.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Julie Mecklenburg			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WGRZ	09/08/16	09/08/16	Local News @ 5p M-F	CM	5-530p	---T---	:30	1	\$630.00	P03-F	0.00	NM	1	\$630.00
				Local News @ 5p M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/16	09/11/16	---T---		1				\$630.00		0.00			
N 2	WGRZ	09/12/16	09/12/16	Local News @ 5a M-F	CM	5-6a	M-----	:30	1	\$140.00	P03-F	0.00	NM	1	\$140.00
				Local News @ 5a M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	M-----		1				\$140.00		0.00			
N 3	WGRZ	09/12/16	09/12/16	Today Show 2	CM	9-10a	M-----	:30	1	\$225.00	P03-F	0.00	NM	1	\$225.00
				Today Show 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	M-----		1				\$225.00		0.00			
N 4	WGRZ	09/12/16	09/12/16	TD Jakes 2-3p	CM	TD Jakes 2-3p	M-----	:30	1	\$50.00	P04-C	0.00	NM	1	\$50.00
				TD Jakes 2-3p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	M-----		1				\$50.00		0.00			
N 5	WGRZ	09/12/16	09/12/16	Dr. Phil 3-4p	CM	258P-4P	M-----	:30	1	\$180.00	P04-C	0.00	NM	1	\$180.00
				Dr. Phil											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	M-----		1				\$180.00		0.00			
N 6	WGRZ	09/12/16	09/12/16	Ellen 4-5p	CM	359P-5P	M-----	:30	1	\$350.00	P03-F	0.00	NM	1	\$350.00
				Ellen											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	M-----		1				\$350.00		0.00			

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WGRZ-TV - Buffalo, NY	Date: 9/5/16
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I, Anthony Testa of The Balduzzi Group, Inc.,

being/on behalf of: John Flynn,

a legally qualified candidate of the Democratic

political party for the office of: Erie County District Attorney

in the Primary

election to be held on: September 13, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS PER SCHEDULE	AS PER SCHEDULE	AS PER SCHEDULE	AS PER SCHEDULE	AS PER SCHEDULE	AS PER SCHEDULE

Attach proposed schedule with charges (if available): \$ 395.25 net

I represent that the payment for the above described broadcast time has been furnished by:

Friends of John Flynn

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Michael Kooshoian

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/5/16

Date

Signature

To Be Signed By Station Representative

☐ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Signature

Printed Name

Title

THE BALDUZZI GROUP

TV Spot Calendar By Station

Markets: Buffalo, NY DMA

Client: Friends of John Flynn Erie County District Attorney

Campaign Name: Friends of John Flynn Erie County District Attorney

Campaign Dates: Aug. 23-Sep. 13, 2016

Flight Dates: Sep. 8-13, 2016

Station

WGRZ-TV 2

		Cost	
8-Sep 5p-530p	5PM News	630	1x
12-Sep 5a-6a	5AM News	140	1x
12-Sep 9a-10a	Today Show II	225	1x
12-Sep 2p-3p	Steve Harvey	50	1x
12-Sep 3p-4p	Dr. Phil	180	1x
12-Sep 4p-5p	Ellen	350	1x
		\$ 1,575	
			Credit
			\$ 1,110
	Check Sent (Gross \$)	\$ 465	

Meier, Haley

From: Mecklenburg, Julie
Sent: Wednesday, September 07, 2016 10:42 AM
To: Meier, Haley
Subject: FW: Wed. Sept. 7: New Order, Check, and NAB for Friends of John Flynn / Traffic Confirmation
Attachments: WGRZ Flynn TV Primary ADDITION Sept8-13 FINAL 160906.xlsx
Importance: High
Follow Up Flag: Follow up
Flag Status: Flagged

New order- I put this in already

Thanks

From: Anthony Testa [mailto:anthony@balduzzigroup.com]
Sent: Wednesday, September 07, 2016 9:50 AM
To: Manders, Mark <Mark.Manders@wgrz.com>; Mecklenburg, Julie <Julie.Mecklenburg@wgrz.com>
Cc: christine@balduzzigroup.com
Subject: Wed. Sept. 7: New Order, Check, and NAB for Friends of John Flynn / Traffic Confirmation
Importance: High

Hi, Julie and Mark:

Good morning. Attached please find an additional TV order for Friends of John Flynn.

Check and NAB: The check and NAB form are due at your office via FedEx by 10:30AM this morning. This order uses the \$1,110 credit that is on hand for Friends of John Flynn. We should be all square at this point. Please let me know if this is not the case.

Traffic: For Friends of John Flynn, please continue running the spot 'Win With Flynn' :30 at 100% and Until Further Notice for all schedules for this client. This spot was uploaded directly to your station on Friday, September 2, 2016. The spot 'Win With Flynn' has an ISCI code of: JFWN0902.

If you have any questions, please don't hesitate to call or write. Thank you.

Anthony

Anthony D. Testa
Partner

BALDUZZI GROUP

(585) 978-1710 Mobile
www.BalduzziGroup.com